



MICHIGAN STATE
UNIVERSITY

Extension

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NEWS RELEASE

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ROUND UP SPRING PURCHASES FOR MSUE 4-H YOUTH PROGRAMS

100% of Donations Raised at JCPenney will Benefit Macomb County youth

From April 13-26, shoppers at the JCPenney- Roseville are invited to round up their purchases to the nearest whole dollar and donate the difference to Macomb Michigan State University Extension 4-H to support quality afterschool programs in the community. JCPenney has partnered with MSUE 4-H to provide children in need with access to life-enriching afterschool programs that foster their academic, physical and social development.

National research shows that one out of four of America's school children is on their own between the hours of 3 p.m. and 6 p.m. each day. More parents seek the resources to enroll their children in a beneficial after school program that

help kids develop social skills, provide opportunities to be physically active and achieve academic success in school. JCPenney's continuing support and commitment to the after school cause has made it possible for more children to participate in positive afterschool environments nationwide.

Michigan State University Extension 4-H offers youth aged 5-19 fun learning opportunities through 4-H clubs, afterschool programs, mentoring, and local, state, national and international events. MSUE is committed to providing opportunities that will give them skills they can use for a lifetime, help them learn to make friends and work as a team, allow them to experience the value of diversity, and help them grow as citizens through leadership development and service to their community.

As a leading corporate advocate for the afterschool issue, JCPenney works with afterschool organizations to increase the accessibility and affordability of afterschool programs across the country. Over the past decade, over \$100 million has been distributed to afterschool programs. For more information, visit www.jcpenneyafterschool.org.

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